

1 of 2

Last Received: 11/26/2012 11:50 AM

Showing Buylines: All Lines

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () IAN AMBRON

Salesperson Phone# 215-567-6005
Salesperson FAX# 215-525-9757

--- CONTRACT COMMENT ---

$$SC = *$$

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TH-F	6A-7A		:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
		Buyline Comment: NEWS										
	2	TH-F	7A-9A		:30	\$1,350.00	11/01-11/02	2	1	2	\$2,700.00	
		Buyline Comment: TODAY										
	3	TH-F	10A-11A		:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
		Buyline Comment: TODAY 3										
	4	TH-F	12P-1P		:30	\$1,000.00	11/01-11/02	2	1	2	\$2,000.00	
		Buyline Comment: NOON NEWS										
	5	TH	5P-530P		:30	\$4,500.00	11/01-11/01	1	1	1	\$4,500.00	
		Buyline Comment: 5P NEWS										
	6	SA	7A-8A		:30	\$2,000.00	11/03-11/03	1	1	1	\$2,000.00	
		Buyline Comment: NEWS										
	7	SU	7A-8A		:30	\$2,000.00	11/04-11/04	1	1	1	\$2,000.00	
		Buyline Comment: NEWS										
	8	TU	5A-6A		:30	\$500.00	11/06-11/06	1	1	1	\$500.00	
		Buyline Comment: 5A NEWS										
	9	M	6A-7A		:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
		Buyline Comment: 6A NEWS										
	10	M	7A-9A		:30	\$1,350.00	11/05-11/05	1	1	1	\$1,350.00	
		Buyline Comment: TODAY										

Station WOOD-TV GRAND RAPIDS, MI.

Advertiser () .60+ ASSOCIATION

Product 60+ ASSOCIATION

Estimate#

Buyer ELISE CLOYD

Phone#

Fax#

Agency () MENTZER MEDIA

600 FAIRMONT AVE, S#306

TOWSON, MD 21286

Agency C/P1/P2/E

Flight Dates 11/01/2012 - 11/06/2012

Hiatus Weeks

Rep Firm

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	11	M	10A-11A		:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
			Buyline Comment: TODAY 3									
	12	M	12P-1P		:30	\$1,000.00	11/05-11/05	1	1	1	\$1,000.00	
			Buyline Comment: NOON NEWS									
	13	M	5P-530P		:30	\$4,500.00	11/05-11/05	1	1	1	\$4,500.00	
			Buyline Comment: 5P NEWS									

---REPORT TOTALS---

Report Totals: 17 / \$26,550.00

---SALES MONTHLY TOTALS---

Nov 12: 17 / \$26,550.00
Sales Totals: 17 / \$26,550.00
Station Totals: 17 / \$26,550.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$85,645	CATV	0%	WOOD	31%	WOTV	0%	WWMT	30%	WXMI	18%
		WXSP	0%	WZPX	0%	WZZM	21%				

Books null
Demos RA35+

--- CREDIT RISK ---

CASH IN ADVANCE